

THE ST. JOHNS REVIEW

BY A. W. MARKLE

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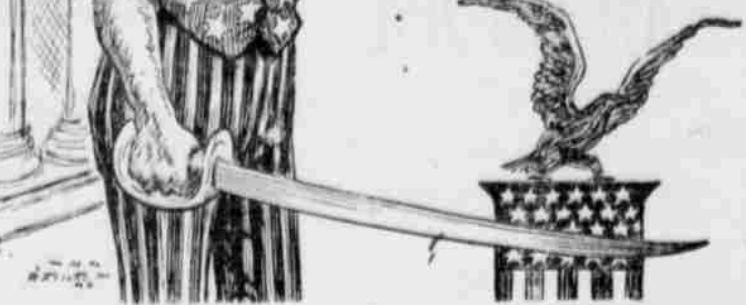
The Commercial club has started an investigation into the rates charged by the Pacific Telephone and Telegraph Co. It seems to us that this is a most fertile field for investigation. Judging from the rates charged for telephone service in smaller and more isolated districts, the rates charged in St. Johns are astoundingly outrageous. At Hood River, for instance, we understand the rates established for residence phone is only one dollar per month. These lines extend far out into the valley where patrons live far apart and many miles of line are required to render service. We believe it is safe to say that for each mile of line in Hood River valley there is only one user where there is possibly a score on the Peninsula. And the question naturally arises, that if the company at Hood River finds it profitable to operate at one dollar per month under the above conditions, why cannot the Peninsula, with many more users to the mile of line, secure a better rate than one dollar a month, instead of \$2.25 per month? The cost of maintenance of an individual phone must appear to the ordinary mortal as infinitesimal. It would appear that the five dollars the company charges before installing a phone, and which it retains for an indefinite time, would earn enough interest to keep the phone in repair. It is surely true that the operating expenses per patron is much smaller in St. Johns than it is in Hood River. Therefore, why are we held up to such an outrageous extent? And why do we meekly submit? That the company is exceeding the price allowed in their franchise with the city of St. Johns seems very clear to us. The reading is so plain that it can scarcely be misunderstood. Aside from that it is claimed, and not so far successfully contradicted, that the city council has full power to regulate rates of any public utility. Also the Railroad Commission is endowed with like power. Armed with this power, why not force the telephone company to disclose the reason why St. Johns should have to pay more than double the rates charged in Hood River for equal or better service? It is not hard to understand why Bell telephone stock has gone beyond the clouds, but the pertinent question is, how long are we going to stand for it? Many residents would like the convenience of a telephone, but \$2.25 per month is prohibitive in most cases. The water rate question has been disposed of so far as the city is concerned for the present, and now is the time to take up the telephone matter. The Commercial club and City Council should work together in this matter, and not let it drop until equitable and reasonable rates have been established.

The suggestion offered by D. C. Lewis elsewhere in this issue relative to a city park is a good and timely one. That St. Johns needs a park and play ground for the children is undoubtedly true. We have no knowledge of a city as large as St. Johns without such a retreat and place of recreation. The Civic Betterment league can lend valuable aid toward this end; likewise the Commercial club. It is of little use to admit that we need a park or depict the fact that we have not such an institution. Action, direct and insistent, is the only thing that will bring any result. With the ladies armed with ballots, it is almost certain that a bond issue for park purposes would carry. And Mr. Lewis' suggestion of river view for location is appealing. There is ever something of interest on the river. Almost every visitor that comes to St. Johns takes a trip to the river before departing; it is something that is attractive to all. The city of St. Johns can afford a park, and the best, from all points of view, is none too good. Mr. Lewis has well said that land is as cheap now as it ever will be. Why not "take the bull by the horns" and go after a park, keep after it and not permit it to elude us until it is an assured fact. Now is the time to plan. Ladies, it is up to you to help in this project. Your help is sorely needed, and through you only can St. Johns secure a park, as has been fully demonstrated in the past. Can we count on you?

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FEBRUARY SAVINGS



We have completed our inventory and find that we have more goods than money, and the fact that we need the money to pay for new goods arriving, has prompted us to offer some bargains this month:—



We have a large shipment of "KABO" Corsets enroute, and in order to make room for these we are closing out odd lots:

American Beauty Corsets
\$1.00 values for.....65c
1.50 values for.....98c
2.00 values for.....1.29

W. T. Corsets
75c values for.....39c
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Chance of a Life Time
We are closing out these \$15 to \$18 values in Broadway Model Overcoats for only \$7.50

Children's Shoes
\$1.50 to \$2 values for.....98c

Ladies' Sweaters

\$3.00 values for.....\$1.50
2.50 " ".....1.25
\$2.25 " ".....1.12
2.00 " ".....1.00

Children's Sweaters

\$1.50 values for.....75c
1.25 " ".....68c
1.00 " ".....50c
75c " ".....38c

Rain Coats

Men's English Slip-on Rain Coats
\$15 to \$17 values for.....\$10.98
Ladies' English Slip-on Rain Coats
\$6.50 to \$8 values.....5.49
Ladies' English Slip-on Rain Coats
\$4.50 to \$6 values.....3.90

Ladies' Shoes

\$3.50 to \$4 values for.....\$1.75
2.50 to 3 values for.....1.50
Ladies' Velvet Shoes.....\$3.50
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Men's Suits

\$15 to \$18 values. "Broadway Model" for only \$9.00.

In Our Grocery Dept.

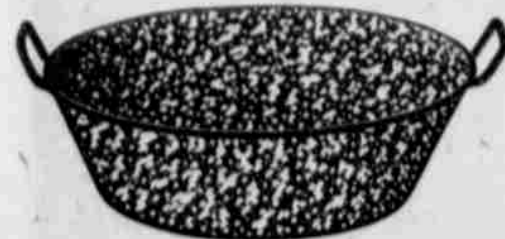
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